

MAY 10 1943

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MAY 7, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 7 6:00 P.M.	FASHION SHOW OPENS NEW DEPARTMENT New department dedicated to busy American women whose fashion habits stay smart but are speeded up. All fashions on this floor are coordinated so that ensembling is simple and adjusted to moderate price incomes. Everything available on one floor; dresses, millinery, accessories, etc. Open to Press and public. Contact: Advertising Dept., ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH STREET BUDGET FL., FASH. STORE
Friday May 7 7:30 P.M.	RED, WHITE AND BLUE DINNER-DANCE Annual Springtime fete for Soldiers & Sailors Club. Attendance will include high-ranking military and naval officers and the patrons' list is from the social register. Chairman: Mrs. John A. Morris. Head of reception and dinner committee: Mrs. Walter Hoving. There will be a fashion show with clothes by Harry Collins; Nancy, Inc.; Chez Ninon and Herman Tappe. Tickets, \$7.90, includes dinner, dance, entertainment, obtainable from Mrs. John Morris, 830 Park Ave. Publicity: Miss Pinkerton, AS. 4-4353.	SOLDIERS & SAILORS CLUB OF NEW YORK	RITZ CARLTON HOTEL BALLROOM
Friday May 7 8:30 P.M.	FORUM ON FUTURE OF SOCIAL SECURITY Another of the New York Times Forums corraling noted authorities who speak before invited audience on current topics. This time, Dr. Eveline Burns, Economist, will speak. Also Mr. Grant MacKenzie, Research Secretary of the Labor Party. Mr. Reinhard Hohaas, Actuary of Metropolitan Life Insurance and Mr. Louis Stark of New York Times will act as moderators. Attendance by invitation only. Contact: Mrs. Wales Latham, N.Y. Times, LA. 4-1000.	NEW YORK TIMES	NEW YORK TIMES HALL 240 WEST 44TH STREET
Beginning Friday May 7	HATS AND COIFFURES OF FRENCH & ENGLISH PAINTERS English and French portrait studies by Holbein and Clouet will be on view, showing the trends of the past in hats and coiffures, and how they resemble those of the present. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
Sunday May 9 2:30 P.M.	DANCE AND COCK- TAIL PARTY This social event replaces annual millinery show and will furnish entertainment and dancing by Leo Dryer's Orchestra. Sale of tickets, \$2.75 each, under direction of Miss Jacobson, Eastern Women's Headwear Assoc., 1440 B'way, N.Y.C. Publ.: Phyllis Hermann, Ogus, Rabinovich & Ogus, CA. 5-3400.	ASSOCIATED MILLI- NERY WOMEN	WALDORF ASTORIA HOTEL PARK AVE. AND 50TH ST.
Sun., 5/9	MOTHER'S DAY		
Now Showing	BACK-TO-SCHOOL AND WAR WORKERS BAGS Advance look at practical Fall hand bags. Call: Mr. Friedman, MU. 6-7660.	FRIEDMAN-LOBEL INC.	136 MADISON AVENUE
Now Showing	"HELEN HARPER" FALL SWEATER COLLECTION Ask for either Mr. Lerner or Mr. Cowal, WI. 7-4560.	BLUME KNITWEAR INC.	1372 BROADWAY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Available	"NEWS TO USE" A newsy sheet containing war-time merchandise facts has just been issued by the War Production Board Division of Information in arrangement with Office of War Information and National Retail Dry Goods Association. A monthly round-up of war-time facts about goods. Useful to make advertising copy informative, displays timely and training classes in step with changing conditions. Available free of charge to retailers. Contact: National Retail Dry Goods Association, 101 West 31st Street, N.Y.C., PE. 6-2155.	WPB, DISTRIBUTED BY NRDGA	101 WEST 31ST STREET NEW YORK CITY
Now On Display	UNIFORMS AND EQUIPMENT IN U. S. SERVICES More than 3,000 articles are on exhibition in a permanent display. Included is the complete equipment of the WAAC, the Army Nurse Corps, and clothing of the male members of the United States Army. Open to public.	QUARTERMASTER CORPS OF UNITED STATES ARMY	521 FIFTH AVENUE
Just Published	"POST-WAR ECONOMIC PROBLEMS" This book is a compilation of 23 recognized authorities from the field of economics. They have expressed their personal and professional opinions on post-war problems. The authorities include professors from leading universities. Recommended for business reading. \$3.50 at all book stores.	EDITED BY SEYMOUR E. HARRIS	McGRAW-HILL BOOK CO. 330 WEST 42ND STREET
Now Thru June 1	FALL OPENINGS	STYLE CREATORS OF CHICAGO	INDIVIDUAL SHOWROOMS
Now Showing Through June 13	EXHIBIT OF SOVIET POSTERS Included with these Soviet Posters showing the part Soviet artists play in helping their country's efforts is the "May Day Sketch Book of Diego Rivera", 44 water colors made in Moscow. An impressive collection showing artistic opposition to the rise of Fascism in Europe. Open to public. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

WEEK BEGINNING MONDAY, MAY 10, 1943

Monday May 10 12:30- 1:30 P.M.	LAST OF WEEKLY "QUICKIE" FASHION SHOWS Pretty summer styles presented fast, so working girls can take them in at a glance during their noon-time lunch hour and include them easily in their weekly budget. Open to Press and public. Publ.: Ruth LeBron, WI. 7-8200.	OPPENHEIM COLLINS	33 WEST 34TH STREET 2ND FLOOR
Monday May 10 1:00 P.M. Luncheon	"COTTON CARNIVAL" CLOTHES FROM FARMER'S MARKET Cotton play clothes from "Farmer's Market". Mother-and-daughter town clothes and wedding clothes, tubable, lovable fashions in cottons for farm, for town, for garden weddings. Open to public. Luncheon, \$2. Press by invitation. Mary Lewis Publicity: Rosemary Sheehan, CO. 5-3147. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	MARY LEWIS (638 5TH AVE.)	ST. REGIS HOTEL ROOF
Monday May 10- June 5	BELMONT SPRING RACE MEET General admission, \$1.50; Clubhouse, \$4. Publ.: Mr. Lee Olwell, PL. 8-0615.	WESTCHESTER RACING ASSOC.	BELMONT PARK ELMONT, L. I.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week of Monday May 10 2:30 P.M.	ACTIVITIES OF BAMBERGER WOMAN POWER COUNCIL The Bamberger Woman Power Council, organized to get Jersey women started right in their jobs, has for its program for the coming week: Mon., May 10, 11:00 A.M.--5TH SESSION: AMERICAN RED CROSS STANDARD NUTRITION COURSE. 2:30 P.M.--HOW TO RE-UPHOLSTER YOUR OWN FURNITURE. Tues., May 11, 2:30 P.M.--CHINESE WOMEN AT WAR. Wed., May 12, 2:30 P.M.--VICTORY GARDENS; TOMATO CULTURE. 7:15 P.M.--BACKYARD CHICKEN FARM COURSE. Thurs., May 13, 3:00 P.M.--GEORGE RECTOR, WORLD-WIDE AUTHORITY ON "FOOD COOKING SECRETS". Fri., May 14, 2:30 P.M.--"BLOOMFIELD DAY": JOHANNES STEEL TELLS "THE TRUTH BEHIND THE HEADLINES". Sat., May 15, 2:30 P.M.--MAKE IT YOURSELF COURSE. Further information from Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO.	131 MARKET STREET NEWARK, NEW JERSEY
Beginning Monday May 10	EARLIEST OPENINGS OF FALL SHOWINGS Mid-May will see the arrival of Buyers from out-of-town, looking for Fall and campus lines. New York Sportswear Houses will open their lines earlier than usual in the hope of making delivery on time. Among the early opening Houses are <u>Goldworm, 1410 B'way</u> ; <u>Loomtogs, 1370 B'way</u> . Sportswear Guild Houses begin their showings May 24th as compared with June 11th opening last year. The trend is toward earlier openings.	SPORTSWEAR HOUSES	INDIVIDUAL SHOWROOMS
Tuesday May 11 2:00- 6:00 P.M.	PRESS PREVIEW: THREE SMALL EXHIBITIONS Press preview of three small exhibitions: WAR CARICATURES by Hoffmeister and Peel; FIVE PANELS by Stanley Spencer; and FAVORITES IN MODERN ART, an exhibition in the Young People's Gallery. Exhibitions open to public Wed., May 12th. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Tuesday May 11 3:30 P.M.	"FURLOUGH TROUSSEaux" A FABRIC FASHION SHOW A complete wardrobe that a prospective furlough bride can make herself for less than \$40, from Simplicity Patterns and gay, livable cottons and rayons from Namm's Fabric Department. Ann Wright, Simplicity stylist will present the show and will be at Namm's Dressmaking School through Friday to help home-sewers choose patterns and fabrics. Press and public invited. Publicity: Dorothy Meyer, TR. 5-5700.	THE NAMM STORE, BROOKLYN	452 FULTON STREET COLONIAL ROOM, 3 FL.
Tuesday May 11- May 13 3:30 P.M. Promptly	3RD ANNUAL INSTITUTE "POST-WAR LIVING" Three-day session on all phases of post-war housing by leading authorities. Open to public. Three-day session: \$4.50, single sessions: \$1.75. Special student rates on request. Contact: Decorators Club, 49 E. 53rd St., N.Y.C., WI. 2-6055.	DECORATORS CLUB, INC.	PARSONS' SCHOOL AUD. 136 EAST 57TH STREET
Tuesday May 11 4:30 P.M.	PRESS PREVIEW AND COCKTAILS This ultra-smart Paris style shop is the source of advance collections of couture fashions in hand-knits, tailor-mades and exclusive accessory originals. Its clientele includes many wealthy refugees and chic American women. Press by invitation only. Publicity: Viola Shefer, PL. 3-2117.	HENRI A LA PENSEE	9 EAST 55TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 12-	ANNUAL CONVENTION	TOILET GOODS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH STREET
May 13 9:00 A.M.- 5:00 P.M.	This is the annual two-day convention at which the problems of the industry are discussed by the leaders, and outstanding government officials come to clarify federal rulings on cosmetics. The leading beauty editors of magazines and newspapers contribute their slant and a helpful point-of-view is the achieved object. Contact: Mr. S. L. Mayham, CO. 5-5443.		
Wednesday May 12	COTTON LUNCHEON FASHION SHOW	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL STARLIGHT ROOF
1:00 P.M. Luncheon	Arnold Constable will tell New Yorkers how to face Summer in a luncheon showing of cotton fashions on the Starlight Roof of the Waldorf. Open to public. Luncheon, \$2. Press by invitation. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		
Wednesday May 12	PREVIEW: WINNING COSTUMES IN NAT'L SEWING CONTEST	MARTHA DEANE OF WOR	PLAZA HOTEL 5TH AVE. AT 59TH STREET
5:00 P.M.	Marion Young, who is Martha Deane of WOR and who has done an excellent radio job with the sewing contest in the Northwest area, will conduct the exhibit of the winning costumes for the Fashion Press. The board of judges includes: Dorothy Shaver; Helen Cookman; Fira Benenson; Mary Brooks Picken; and Claire McArdle, who will choose the winners between 3 and 5 P.M., the day of the show. Cocktails from 1 to 6 P.M. Press by invitation. Publicity: Gwen McKenna, Tom Fizdale, EL. 5-5580.		
Wednesday May 12	RECEPTION AND COCKTAIL PARTY FOR SPICES IN WAR	AMERICAN SPICE TRADE ASSOCIATION	ASTOR HOTEL NORTH BALLROOM
5:00- 7:00 P.M.	Foregoing its annual banquet this year in compliance with government request, the American Spice Trade Association is holding an unusual reception and cocktail party at which spices will illustrate their war-time role. Admission by invitation. Contact: John Max Weyer, LO. 5-3210.		
Thursday May 13	REGULAR LUNCHEON MEETING: NEW YORK PUBLICISTS	PUBLICITY CLUB OF NEW YORK	BELMONT-PLAZA HOTEL CASINO-IN-THE-AIR
12:30 P.M. Luncheon	Averell Broughton, author of "Careers In Public Relations" will discuss his book at this luncheon meeting. Members and guests invited. Contact: Mr. Uriel Davis, CI. 7-6161.		
Thursday May 13	YOUNG TIMERS' SUMMER FASHION SHOW	HENRI BENDEL (10 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
1:00 P.M. Luncheon	Open to public. Luncheon, \$2. Press by invitation. Bendel Publicity: Frances Anderson, CI. 7-1100. Plaza Publicity: Alma Zaiss, PL. 3-1740.		
Thursday May 13	PRESS PREVIEW: "FARM IN THE SKY"	HELENA RUBINSTEIN	PENTHOUSE TERRACE 625 PARK AVENUE
5:00 P.M.	To launch a demonstration victory garden and also to announce that the Rubinstein Salon will conduct formal recruitment for the Women's Land Army in mid-May, Madame Helena Rubinstein has planted a vegetable garden with a farm atmosphere, designed by Peter Hunt with the cooperation of the Farmingdale Experimental School of the State Institute of Applied Agriculture of Farmingdale, L. I. Information on recruitment for the Women's Land Army will be provided in cooperation with the War Manpower Commission. This marks the beginning of a drive to interest women in going to the farms for their vacations. This exhibit of "farm in the sky" will be open to the public from Friday through Monday for the benefit of Russian War Relief, Stage Door Canteen and Greek War Relief. Public is invited. Admission: \$1. Press preview on Thurs., May 13th, by invitation. Contact: Amy Blaisdell, EL. 5-2100.		

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Saturday May 15 10:30 A.M.	"A DAY AT THE FARM" "CALLING ALL GIRLS" SHOW "Calling All Girls" club members will model fascinating farm clothes that will take them through arrival time to bidding the last goodbye to new farm friends. Olivio, popular WEAF yodeling star, will entertain the teen-age members and the Brooklyn Eagle's patriotic boy's club will be interviewed by club president, Dorothy Roberts. Free jabberwocky journals to all club members. Nancy Pepper will choose the trickiest gadgets. Press and public invited. Publicity: Dorothy Meyer, TR. 5-5700.	THE NAMM STORE, BROOKLYN	452 FULTON STREET TEEN SHOP, 2ND FL.
Saturday May 15	1ST SHOWING: CHILDREN'S FALL SPORTSWEAR For appointment to see, contact: Mr. Birnbaum, WI. 7-4520.	DERBY SPORTSWEAR	1359 BROADWAY
Monday May 17 1:00 P.M. Luncheon	MID-SUMMER FASHION SHOW An interesting collection of mid-Summer styles for big city purposes. Open to public. Luncheon, \$2. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	MIMI TUTHIL (50 E. 50) KATRINKA SUYDAM (7 E. 48)	ST. REGIS HOTEL ROOF
Monday May 17- May 22	1943 NATIONAL COTTON WEEK In line with current trend toward streamlining trade events for the duration, this year's National Cotton Week has been shortened from ten to six days. "Cotton's vital and many-sided war-time role should be a timely and productive merchandising theme for wholesale and retail merchants and others participating in the 1943 observance of Cotton Week." The official 16" x 19 ³ / ₄ " red, white and blue poster will be supplied on request for display in stores, showrooms and public places by the Cotton Textile Institute, 320 Broadway, N.Y.C. Consult the Institute also on other merchandising tie-ins now being arranged. Publicity: Virginia Jewel, WO. 2-0270.	SPONSORED BY COTTON TEXTILE INSTITUTE & NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
Monday May 17	NATIONAL SUMMER MILLINERY WEEK Information and written material distributed by Millinery Fashion Bureau. Contact: Miss Ethel R. Duhan, M.F.B., 33 West 42nd St., LO. 5-3283.		
Monday May 17	PRE-FALL SHOWING: WOOL & CREPE DRESSES Buyers and Press invited. Contact: David S. Westheim, CH. 4-5476.	DAVID S. WESTHEIM CORP.	1400 BROADWAY
Monday May 17	FIRST SHOWING: QUALITY FURS This master fur-fashion-creator will unveil a new collection of distinctive, quality furs. Publicity: Zanville Diamond, MU. 2-4058.	J. DeLEO & CO.	SHOW ROOM 130 WEST 30TH ST.
Wednesday May 19 1:00 P.M. Luncheon	SUMMER SAGA: 1943 STYLES A comprehensive showing of early Summer fashions; dresses, light-weight coats, suits, sportswear. This showing marks the final luncheon fashion show of season at Waldorf. Open to public. Luncheon, \$2. Press by invitation. Russeks: Beatrice Castle, WI. 7-1900. Waldorf: Ted Saucier, EL. 5-3000.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Wednesday May 19- May 21 2:30 P.M.	ANNUAL SPRING BUSINESS MEETING The road ahead in the leather industry will be discussed from every angle at this Tanners' Council Spring Business Meeting. Raw materials, supplies, (Continued on following page)	TANNERS' COUNCIL OF AMERICA	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

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	leather in the war effort, Army and Navy specifications, tanning, bags, belts, shoes, upholstery, etc., even to priorities and shipping - will all be under consideration at this comprehensive three-day meeting, addressed by outstanding national authorities from government, military and industry. All members of Council invited. Sessions include luncheon on Thursday and Friday. Contact: Mr. J. S. Nelson, BE. 3-0494.		
Wednesday May 19 4:00 P.M.	FASHION PREVIEW OF CLASSIC SPORTSWEAR The Press is invited to attend the annual pre-Fall collection by Dorothy Cocks, designer for McMullen. There will be dresses, sports suits and blouses in the classic manner of this maker. The showings are always heavily attended. Come early if you want a seat. Strictly by invitation. Publicity: Abigail Johnson, MU. 3-9560.	McMULLEN COMPANY	475 FIFTH AVENUE
Wednesday May 19 4:30 P.M.	SPEECH AT "FASHIONS IN HEAD DRESS" Mr. Van Day Truex, President of Parson's School of Design, will make an unusually interesting talk at the Galleries tying in the work of today's students in the fields of creative fashion design with the classical fashions of by-gone centuries. Open to public. Admission: 50¢ plus tax. Press invited. Contact: Mrs. Walter Hoving, WI. 2-5353.	VAN DAY TRUEX, FOR N.Y. INFIRM., WOMEN & CHILD.	WILDENSTEIN GALLERIES 19 EAST 64TH STREET
Wednesday May 19- June 30	NATIONAL WINDOW DISPLAY CONTEST FOR A.W.V.S. Windows and posters depicting the American Women's Volunteer Service activity will be part of a national 6-weeks contest during which prizes of War Bonds from \$250 down will be given for the most patriotic window, most symbolic of A.W.V.S., most artistic, etc., totalling \$3,000. War Bond prizes contributed by National Cash Register Co. For further information: Public Relations Dept. Nat'l Headquarters, A.W.V.S., 345 Madison Ave., NYC.	A.W.V.S. AND RETAIL STORES	THROUGHOUT COUNTRY
Thursday May 20- May 25 10:00 A.M.- 6:00 P.M.	ANNUAL EXHIBIT OF STUDENT WORK Exhibit combines graduation of Parson's students who themselves make a fashion presentation of clothes they designed, made and modeled. This fashion show will be put on four times: May 20 and 25 at 8:30 P.M.; and May 22 and 23 at 3:30 P.M. Exhibit open to Press and public, May 20 to 25. Publicity: Ruth Bagnall, PL. 8-1662.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH STREET
Friday May 21 1:00- 5:00 P.M. And 7:00- 10:00 P.M.	MECHANICAL DRAFTING COURSE FOR WOMEN This is an intensive part-time course for women to prepare them for positions as junior draftswomen in war industries and government agencies. It requires 2 years of college training in mathematics and science, business, industry or art. It is given from 7 to 10 P.M. every Tues., Wed. and Fri. evenings; and Sat. afternoons from 1 to 5 P.M. for a period of 12 weeks. For information, Room 13, Engineering Bldg., 9 A.M.-5 P.M., UN. 3-3200.	COLUMBIA UNIVERSITY SCHOOL OF ENGINEERING	ENGINEERING BUILDING 117TH AT BROADWAY
Saturday May 22 7:00 P.M. Dinner	TESTIMONIAL DINNER TO WILLIAM M. HOLMES This is the annual benefit dinner sponsored and run by department store executives. Each year, a favorite merchant is the guest of honor. This time it is William M. Holmes, President of Bonwit Teller. Tickets: \$50 per couple. Publicity: Mrs. Germaine Swain, VA. 6-1590.	NATIONAL JEWISH HOS- PITAL AT DENVER	ASTOR HOTEL B'WAY AT 45TH STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday	METROPOLITAN JUVENILE	50 MANUFACTURERS OF	NEW YORKER HOTEL
May 23-	STYLE MART	JUVENILE APPAREL	8TH AVE. AT 34TH STREET
May 30	This is an annual presentation of cream-of-the-market fashions in infant-juvenile and junior apparel. Buyers and stylists invited. Contact: Mr. Moe Goldblatt, Derby Sportswear, WI. 7-4520.		
Beginning	FALL OPENINGS:	9 MEMBERS OF	INDIVIDUAL
Monday	SPORTSWEAR GUILD	SPORTSWEAR GUILD	SHOWROOMS
May 24	For a period of two weeks beginning May 24th, the Sportswear Guild will show its Fall lines to buyers and stylists. Members include:		
	ADLER & ADLER	550 7TH AVE.	MUTUAL ROSENBLUM 498 7TH AVE.
	DAVIDOW	" " "	CHARLES W. NUDELMAN 550 " "
	DAVID M. GOODSTEIN	" " "	ZOLTAN ROSENBERG " " "
	KANE-WEILL	498 " "	SPORT-CRAFT INC. " " "
		STAR-MAID	498 7TH AVE.
Monday	ANNUAL CONVENTION	NATIONAL ASSOCIATION	WALDORF ASTORIA HOTEL
May 24-	OF PURCHASING AGENTS	OF PURCHASING AGENTS	PARK AVE. AT 50TH STREET
May 26	This convention will be devoted to the discussion of general regulations on materials and prices with economies and priorities in mind. Open to members of Association and registered persons. Fee: \$10 for registration and attendance. Contact: George Benard, 11 Park Place, CO. 7-3677.		
9:30 A.M.			
Wednesday	DISPLAY OF OCCUPA-	MUSEUM OF	11 WEST 53RD STREET
May 26-	TIONAL THERAPY	MODERN ART	AUDITORIUM
Sept. 19	This exhibition is under the auspices of the Museum's Armed Services program collaborating with the American Occupational Therapy Association. New fields have been opened for men and women with limited physical abilities due to war handicaps. Practical and detailed information on occupational therapy and also photographs showing therapy in this war and last. Open to public. Publicity: Sarah Newmeyer, CI. 5-8900.		
Friday	EXHIBIT OF WORK CLOTHES	BROOKLYN MUSEUM	EASTERN PARKWAY
May 28-	FOR WOMEN AT WAR	INDUSTRIAL DIVISION	BROOKLYN
July 5	Because of the need for women workers in industry, agriculture and Armed Forces, the Brooklyn Museum Industrial Division presents this first comprehensive demonstration of clothes needed by well-dressed women war workers. Outer apparel, cosmetics and coiffures, safety devices in headgear, shoes, etc., work clothes for industrial plants, indoor workers, outdoor workers, farm workers, Armed Services and Voluntary Women's Services. Open to public. Publicity: Mr. Starr, NE. 8-5000.		
Monday	PRE-FALL FASHION	AMERICAN FASHION	ADOLPHUS HOTEL
May 31-	SHOWING	ASSOCIATION	DALLAS, TEXAS
June 3	Buyers are clamoring for early glimpses of Fall lines so the Dallas openings in women's coats, suits and associated lines will be held from May 31st to June 3rd. In general, the lines are about one-half as big as last year and in fewer colors and styles. None-the-less, there is considerable interest and eagerness to purchase which has had to be settled by selling on an allotment basis. Contact: Keith Horan, American Fashion Association, Adolphus Hotel, Dallas, Texas.		
Tuesday	WAR-TIME FORUM	NAT'L RETAIL DRY GOODS	CLEVELAND HOTEL
June 1-		ASSOC., PERSONNEL GROUP	CLEVELAND, OHIO
June 2	To discuss acute nation-wide manpower problem and economies in general, the Personnel Group of the N.R.D.G.A. is holding a two-day forum to which members		
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are invited. There will be few formal speeches but much swapping of experiences and instructive help in interpreting the federal regulations that control retailing. All personnel directors are urged to attend. They will derive many fresh ideas and helpful information and suggestions from this forum. Nominal registration fee. Publ.: Edward S. Hoyt, PE. 6-2155.

First Week In June	FALL FASHION COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL SHOWROOMS
	The following Guild Houses will present their Fall Collections beginning June 1st and for a week thereafter. More specific dates listed later.		
	WILLIAM BASS DRESS CO.	530 7TH AVE.	INTERNATIONAL DRESS CO. 1400 B'WAY
	CAPRI FROCKS, INC.	1372 B'WAY	KAPLAN & GRABOIS 498 7TH AVE.
	DEITSCH, WERSBA, COPPOLA	512 7TH AVE.	SAMUEL KASS 498 " "
	ED GERRICK, INC.	550 " "	LA RUE DRESSES, INC. 550 " "
	FOX-BROWNIE, INC.	498 " "	MARY LEE, INC. 530 " "
	A. GOODMAN & CO.	530 " "	PARNIS-LEVINSON, INC. 530 " "
	JOSEPH HALPERT	530 " "	BEN REIG CO. 498 " "
	HORWITZ & DUBERMAN	498 " "	C.H.D. ROBBINS CO. 525 " "
	JUNIOR LEAGUE FROCKS	1372 B'WAY	HERBERT SONDHEIM, INC. 530 " "

Early June	OPENING OF FALL HAND BAG LINES	QUALITY MANUFACTURERS	INDIVIDUAL SHOWROOMS
	Beginning in early June, the following makers are showing new early Fall hand bags:		
	COBLENTZ BROS.	30 E. 33RD ST.	BIENEN-DAVIS 159 MADISON AVE.
	JOSEF	30 E. 33RD ST.	KORET 33 E. 33RD ST.

Week of June 6- June 12	FALL APPAREL CLINICS	MERCHANDISE MART	CHICAGO, ILLINOIS
	This year, Fall fashions are being held in June instead of August when held last year, in a series of breakfast events. Included will be infants' and children's wear program, on June 8th, and an accessory clinic on June 9th, under direction of Katherine Ratto, Dir., Merchandise Service. Two clinics including speakers, fashion shows, and merchandise analysis, will be further enlivened by a survey conducted by a leading fashion magazine on "today's changing conditions and their effect on fashions". Contact: Katherine Ratto, Director, Merchandise Service, Merchandise Mart, Chicago, Illinois.		

Monday June 7 (Time Later)	PREVIEW: 22ND ANNUAL EX- HIBIT OF ADVERTISING ART CLUB	ART DIRECTORS'	N. Y. PUBLIC LIBRARY 42ND ST. AT 5TH AVE.
	This is the annual showing of the best illustrations in advertising. A competent committee will judge and make awards for the best ads. Any art director, artist, photographer, designer (or any organization) which has produced, directed or published a piece of advertising art or an advertising unit appearing in published form between February 16, 1942 and February 16, 1943, is eligible to show it. Send material to Exhibition Committee, Art Directors' Club. Entry fee for each accepted piece is \$15, payable upon acceptance. Open to public from June 8-30. Contact: Miss Winifred Karn, Art Directors' Club, 115 E. 40th St., N.Y.C., CA. 5-4340.		

Tuesday June 8 4:00- 7:00 P.M.	TEA FOR SEWING CONTEST WINNERS	NATIONAL NEEDLE- CRAFT BUREAU	WALDORF ASTORIA HOTEL SERT ROOM
	6 national winners in this radio-conducted sewing contest are being brought to New York to be awarded \$100 War Bonds for their excellence in home sewing. Contest was sponsored by retail stores. Judges: Elsa Schiaparelli; Omar Kiam; Gladys Swarthout; Mrs. Oliver Harriman; Marion Young, WOR; and others. Winning costumes will be shown. Publ.: Gwen McKenna, Tom Fizdale, EL.5-5580.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 16 Through Summer	SPECIAL EXHIBIT: JULIUS BACHE COLLECTION The Bache Collection which includes more than 60 masterpieces of European paintings will be on loan at the Museum during the Summer through the generosity of Julius F. Bache. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. GALLERY E 6
Thursday June 17	OPENING: 26TH SEASON, STADIUM CONCERTS For the 26th season of Stadium Concerts, a new demountable stage suitable for both concert and dramatic purposes will be unveiled to replace the stage destroyed by lightning last Summer. Improved conductors', soloists' and orchestra dressing rooms are planned. Opening program: All-Tchaikowsky, with Artur Rubinstein as piano soloist. Other soloists during first week are Albert Spaulding, Marjorie Lawrence and Fritz Reiner, conductor. Tickets, 25¢ to \$1.50. Concert committee: Mrs. Charles Guggenheimer and Mrs. Pierpont Morgan Hamilton. Arthur Judson, Manager. Publ.: Dorle Jarmel, CI. 7-7575.	STADIUM CONCERTS INC.	LEWISOHN STADIUM 138TH AT AMSTERDAM
Sunday June 20- June 23	FALL MARKET WEEK The California fashion showing will be held earlier like the rest of the country in the hope that production will be as widely allotted as possible and deliveries on time for retail Fall openings. More details later.	ASSOCIATED APPAREL MANU- FACTURERS OF LOS ANGELES	BILTMORE HOTEL LOS ANGELES, CALIF.
Week of Monday June 21	EARLY FALL OPENING: CORSET & BRASSIERE MARKET It has been agreed to open the Corset and Bra Market earlier than in years due to difficulties in getting orders delivered. This Fall market is an important one, for the lines will reflect the next step in the change-over necessitated by war conditions and dwindling supplies of elastic. There are definite signs of tightening up, but not with rubber. Manpower too is a problem. Therefore, the boards of both associations are looking ahead to this advance date for further guidance in their industry. Contact: Corset & Brassiere Association of America, 200 5th Ave., GR. 5-0880 and Associated Corset & Brassiere Association, 220 5th Ave., MU. 3-1593.	CORSET & BRASSIERE ASSOC. OF AMER. AND ASSOC. CORSET & BRASSIERE MANUFACTURERS	INDIVIDUAL SHOWROOMS

<u>DATES AHEAD</u>			<u>RED LETTER WEEKS</u>	
May 9	MOTHER'S DAY	(Sun.)	May 12-18	GOOD WILL WEEK
May 15	STRAW HAT DAY	(Sat.)	May 15-23	NATIONAL GOLF WEEK
May 17	I AM AN AMERICAN DAY	(Mon.)	May 17-22	NATIONAL COTTON WEEK
May 30	MEMORIAL DAY (Celebrated Mon.)		May 23-29	NATIONAL FIRST AID WEEK
June 14	FLAG DAY	(Mon.)	May 23-30	NATIONAL POETRY WEEK
June 19	CHILDREN'S DAY	(Sat.)	May 29-6/5	NATIONAL TENNIS WEEK
June 20	FATHER'S DAY	(Sun.)	June 21-26	NATIONAL SWIM-FOR-HEALTH WEEK
June 22	1ST DAY OF SUMMER	(Tues.)	Sept. 11-18	NATIONAL FELT HAT WEEK
July 4	INDEPENDENCE DAY (Celebrated Mon.)		Sept. 13-18	CONSTITUTION WEEK
Aug. 19	NATIONAL AVIATION DAY	(Thurs.)	Sept. 19-25	NATIONAL DOG WEEK
Sept. 6	LABOR DAY	(Mon.)	Oct. 1-11	NATIONALLY ADVERTISED BRANDS WEEK
Sept. 13	1ST DAY OF SCHOOL	(Mon.)	Oct. 2-9	NATIONAL RETAIL FURNITURE WEEK
Sept. 23	1ST DAY OF AUTUMN	(Thurs.)	Oct. 3-9	FIRE PREVENTION WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Saturday....PREMIERE: "OX-BOW INCIDENT" (Movie) RIVOLI THEATRE, B'WAY AT 49TH ST.
 May 8 This is 20th Century-Fox's picture with Henry Fonda and Mary Beth Hughes.
 Costumes by Earl Luick. Publicity: Jeannette Sawyer, CI. 6-0950.
- Tuesday....OPENING: CASABLANCA NIGHT CLUB 161 EAST 54TH STREET
 May 11 New York's most beautiful and one of its newest night clubs, designed by
 6:00 P.M. Franklin Hughes. This spectacular night club, done with mirrored bar, black
 entrance hall and red and white penguins against North African flora and
 fauna is worth seeing. Open from the cocktail hour at 6 P.M. through early
 dinner and until early morning. Two dance orchestras offer continuous
 music. Publicity: Dorothy Ross, BR. 9-5906.
- Wednesday...PREMIERE: "THE DESPERADOS" (Movie) CRITERION THEATRE, 1514 BROADWAY
 May 12 This is a Columbia picture featuring the popular Randolph Scott. Also
 Claire Trevor, Glenn Ford and others. Publ.: Hortense Schorr, BR. 9-7900.
- Wednesday...OPENING: GARDEN OF THE AMBASSADOR FOR SUMMER, AMBASSADOR HOTEL, PARK AT 51ST.
 May 12 Dogs For Defense, Inc., will benefit by this first night opening of the
 8:00 P.M. smart Garden Roof of the Ambassador Hotel. There will be a dinner-dance
 with Jules Lande and Orchestra. Price: \$5, includes dinner. Under direc-
 tion of Mrs. Paul Abbott, Chairman. Publ.: Mae C. Flynn, WI. 2-1000.
- Tuesday....PREMIERE: "LADY OF BURLESQUE" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
 May 13 This promises to be a good picture utilizing Gypsy Rose Lee's background
 and Barbara Stanwyck's acting. In the cast are Michael O'Shea, Charles
 Dingle, Iris Adrian, etc. Miss Stanwyck's costumes by Edith Head; others
 by Natalie Visart. United Artists Publicity: Robin Harris, BR. 9-7300.
- Thursday....PREMIERE: "THE MORE THE MERRIER" (Movie) RADIO CITY MUSIC HALL, 6TH AT 50TH
 May 13 This picture starring Jean Arthur and Joel McCrea is a Columbia production.
 (Tentative) It awaits its turn at the Music Hall when the current picture "Flight For
 Freedom" leaves. Publicity: Hortense Schorr, BR. 9-7900.
- Tuesday....OPENING: RITZ CARLTON GARDENS RITZ CARLTON HOTEL, MADISON AT 46TH
 May 18 All of New York eagerly awaits the Summer outdoor eating season. While
 the Ritz Gardens are not precisely outdoors, the greenery and the fountain
 effect is pleasantly satisfying and suggestive of a Summer green house.
 This opens the season for smart outdoor lunching and dining. Publicity:
 Marion Morrison, PL. 3-4600.
- Tuesday....GREEK RELIEF BENEFIT SHOW MADISON SQUARE GARDEN, 8TH AT 50TH
 May 18 Sponsored by the Motion Picture Industry, produced by Hassard Short with
 8:00 P.M. Katina Paxinou, Greek actress appearing. This benefit will have a 100-
 piece orchestra conducted by Paul Ash. The entire Motion Picture Industry
 is expected to attend. Tickets, \$1.10 to \$27.50, procurable at Room 303,
 Paramount Building. Publicity: Karl Erbe, LA. 4-4761.
- Tuesday....BENEFIT CONCERT FOR LITTLE RED SCHOOL HOUSE, TOWN HALL, 123 W. 43RD ST.
 May 18 To raise money to equip the science rooms of the Little Red School House
 8:30 P.M. and to encourage American Music. Virgil Thompson, N.Y. Herald Tribune
 music critic will present Leonard Bernstein, pianist; Art Hodes, swing
 pianist; and Don Sebastian, harmonica player. Tickets: \$1.10-\$2.20.
 Publicity: Joyce Hirshon, Hirshon Garfield, BR. 9-9350.
- Thursday....PREMIERE: "ACTION IN THE NORTH ATLANTIC" (Movie) STRAND, B'WAY AT 47TH ST.
 May 21 This is of course a war action picture starring Humphrey Bogart, Raymond
 Massey and Julie Bishop. Publicity: Eve Siegel, CI. 6-1000.
- Wednesday...PREMIERE: "FIVE GRAVES TO CAIRO" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD
 May 26 The combination of Franchot Tone and Anne Baxter, plus a war-time back-
 ground, should make this a good box-office picture. Costumes by Edith
 Head. Publicity: Aileen Brenon, BR. 9-8700.